

# FIVE THINGS YOU MUST HAVE IN A CLIENT EXPERIENCE MANAGER

As clients increase their demands for immediate access into their legal files, “client portals” and “extranets” are increasingly critical. But these platforms are not created equal.

Your solution should be one of the top ways your clients interact with you, so it's essential that you put your best foot forward.

Here are the top five things we learned when we were building Connective Counsel, the legal industry's first client experience management platform that features a brandable mobile app.



Learn more and schedule  
your demo today at  
[www.connectivecounsel.com/demo](http://www.connectivecounsel.com/demo)



## Easy to Use with a Modern Design

- » Most systems are too clunky or too complicated - make sure clients will actually want to use what you buy.
- » Your clients are busy and want something simple, that takes no time to learn, and is set up in a way that makes sense to business people, not lawyers or tech geniuses.



## Mobile App, not Mobile Optimized

- » Apps outperform mobile optimized and desktop websites in terms of business loyalty, conversion, and performance.
- » Mobile apps let you send clients push notifications and clients can access documents offline.



## Integrated Bill Payment

- » Find an all-in-one solution with integrated bill payment so clients can see how much they owe, when it's due, and pay with a single click.
- » Send automatic notifications when bills are sent, due, and overdue and free your accounting staff to focus on getting bills out instead of collected.



## Feed the DIY Need

- » Clients don't want to incur legal fees on routine agreements or to pay your staff to find their documents.
- » Automate smaller tasks that often make clients feel nickel and dimed or even better, things for which you can't bill.



## Project Management and Dashboards

- » Clients want more insight and transparency in their matters.
- » According to ALM Legal Intelligence, 62% of firms using legal project management tools report better client relationships.
- » Dashboards and timelines are necessary to keep clients informed and engaged.

# FIVE WAYS CONNECTIVE COUNSEL SOLVES COMMON CLIENT PORTAL PROBLEMS

Built by lawyers for lawyers and based on real client feedback, Connective Counsel is an entirely new way to engage with your clients. Here are just a few of the ways Connective Counsel solves the major problems with most client portals:



Modern, friendly, and simple, our proprietary, first-in-industry solution focuses on clients and how they want to interact with and control their legal world.



We make the legal industry's only fully brandable mobile app available to your clients, putting your logo front and center on their home screens.



Powered by an industry leading payment processor, our app sends push notifications when bills are ready, due and overdue.



Form contracts paired with our proprietary filed-when-signed system save you and your client time, money and frustration.



Connective Counsel makes best-in-class dashboards available to you and your clients out of the box. No complicated coding necessary.

